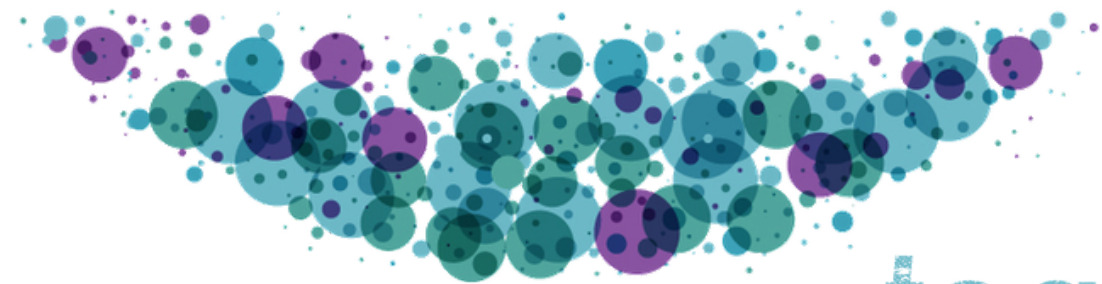


PCOS Awareness Association

PCOS CON

September 2019 - Washington, DC



together
we can ●●●

Sponsorship Deck

Who We Are

PCOS Awareness Association (PCOSAA) is the world's largest 501c3 nonprofit dedicated to Polycystic Ovarian Syndrome (PCOS). PCOSAA is the brain child of Megan M Stewart who was diagnosed at an early age with PCOS. In 2011, she began selling handmade TEAL bracelets to family and friends to help educate them on what she was going through with PCOS. She began receiving requests for the bracelets from all over the world and that was when she realized she was not alone and more awareness, support and resources were needed. Megan has continued to use her platform to educate and bring awareness to the public, family members of Cysters (people with PCOS), and the medical community.

Our mission is to raise awareness of PCOS, provide education and support to help individuals understand what the disorder is and how it can be treated. We also provide support for individuals already diagnosed to help them overcome symptoms and decrease the impact of any associated health risks. This Fall PCOSAA will be hosting the first PCOS Con to bring together Cysters of all ages, Advocates, Men Of Teal, and Medical Professionals for the first conference of its kind.

What Is PCOS

Polycystic Ovarian Syndrome (PCOS) is an incurable, variable disorder that affects 1 in 5. The exact cause is unknown, but it is considered an endocrine hormonal disorder. Genetics and environmental factors are believed to be involved in the development of PCOS. It is a leading cause of female infertility and is responsible for a number of symptoms that can affect the body physically and emotionally. If left untreated PCOS can lead to cancer, heart disease, diabetes and more.

PCOS CON September 2019

September 19 -21, 2019
Hilton Tyson's
Tyson's Corner, VA

PCOS CON takes the place of the Medical Conference and Reveal the Teal - 2.5 day event at the Tyson's Hilton near Washington, DC that will allow for over 200 attendees. 30 speakers over the 2.5 days that will offer different tracks to include panel discussions and fireside chats. On the last day of the event we will host Reveal the Teal Gala Event.

This conference intends to make PCOS a priority in public health; it affects 1 in 5 women and can have a long-term effect on their overall health, yet PCOS is highly overlooked by the public and medical professionals. This platform creates an avenue for people to learn accurate information, get support and to empower themselves as advocates for the cause.

PCOS CON will bring together medical professionals, companies, organizations, researchers, hundreds of individuals with PCOS and their supporters for two and half days to share insights, information, the latest updates about the condition and experiences. To add to the event, there will be high-energy and captivating guest speakers, fun events, exhibits, presentations, gifts and guest celebrities on the agenda that will leave guests feeling informed, relieved, empowered and entertained.

Focus will be on:

- The Cause Of PCOS
- Creating A PCOS Treatment Plan
- Life With PCOS
- Improving Fertility In Women With PCOS
- Being A Teen With PCOS
- Holistic Approaches To PCOS
- Our PCOS Male Supporters
- PCOS Awareness And Advocacy

PCOS CON Agenda

September 19 -21, 2019
Hilton Tyson's
Tyson's Corner, VA

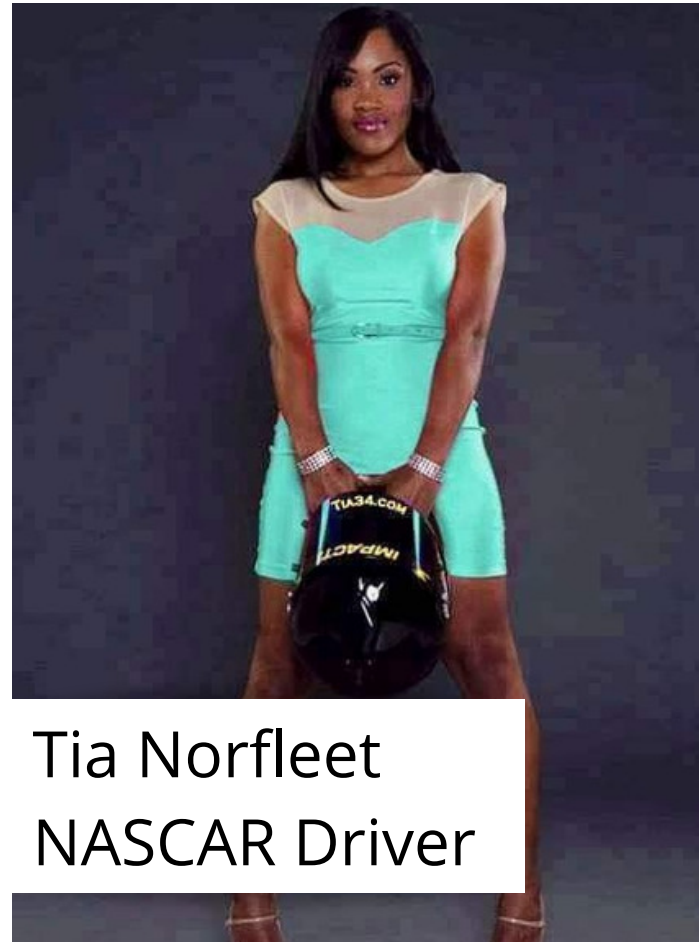
TIME	ACTIVITY	
Thursday		
6:00pm - 6:45pm	Early Check In	
7:00pm - 8:30pm	Welcome Cocktail Event	
Friday		
9:00am - 1:00pm	Check In	
10:00am - 11:00am	Yoga with More to Love	
11:00am - 5:00pm	Vendor and Exhibit Hall Opens	
1:00pm - 1:15pm	Welcome Address	
1:30pm - 2:30pm	Fireside Chat	
2:30pm - 3:30pm	Break Out Sessions:	Medical Session
		Cyster Session
3:30pm - 4:30pm	Panel Discussion	
7:00pm - 9:00pm	80's/90's Teal Night	

TIME	ACTIVITY	
Saturday		
7:00am - 8:45am	No Body Shame Work Out	
7:30am - 9:00am	Breakfast	
9:00am - 9:15am	Welcome Address	
9:15am - 10:00am	Break Out Sessions:	Medical Session
		Cyster Session
10:30am - 11:00am	Break	
11:00am - 12:00pm	Break Out Sessions:	Medical Session
		LGBTQ Session
		Teen Cyster Session
		Man of Teal Session
12:00pm - 1:30pm	Lunch	
1:30pm - 2:30pm	Fireside Chat	
2:30pm - 3:30pm	Break Out Sessions:	Medical Session
		Cyster Session
3:30pm - 4:00pm	Break	
4:00pm - 5:00pm	Break Out Sessions:	Medical Session
		Cyster Session
5:00pm - 5:30pm	Fireside Chat	
8:00pm - 11:00pm	Reveal the Teal Gala	

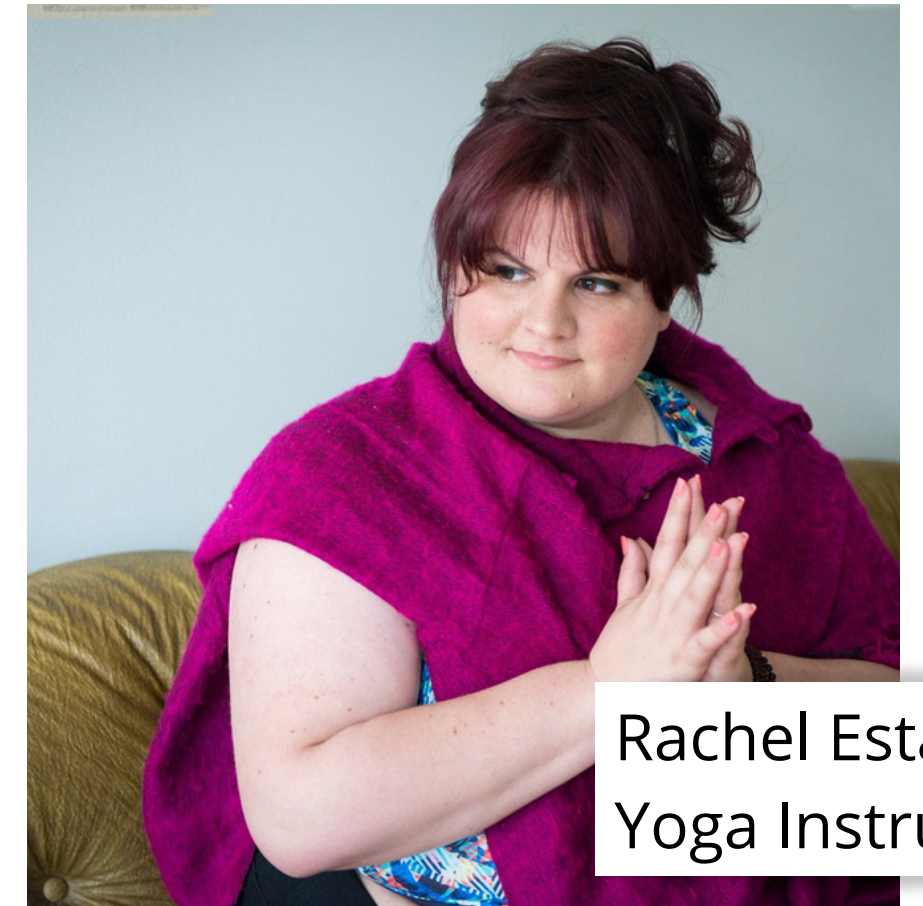
PCOS CON Speakers



Maddie Zahm
Musician/American Idol



Tia Norfleet
NASCAR Driver



Rachel Estapa
Yoga Instructor



Whitney Way Thore
Reality TV Star



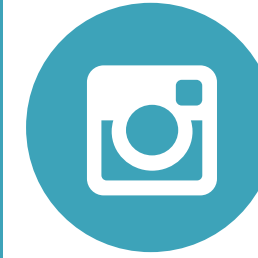
Kody Kavitha
Actress



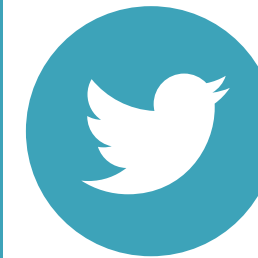
Social Reach



57K LIKES



25.5K FOLLOWERS



6.6K FOLLOWERS



4815 SUBSCRIBERS



620 SUBSCRIBERS



Social Reach



1M IMPRESSIONS



1.6K REACH



**ENGAGEMENT
RATE 75%**



**4815
SUBSCRIBERS
WITH 66% OPEN
RATE AND 46%
CLICK RATE**

Other Upcoming Events

Ambassador Program

Earlier in 2018 we announced a new Ambassador Program. We accepted applications from all over the world. We combed through hundreds of applications to find people that we feel have the passion and drive to represent PCOS Awareness Association in their local communities. They have gone through a training and beginning in 2019 they are equipped to host PCOS Awareness booths at local fairs and events in their locations. They are also provided branded pictures and information for their social media accounts. We hope this program helps us reach and raise more awareness. Our 2019 Ambassadors are located across the US, Canada and Africa with more locations to come (14 locations)

Partnership with Crisis Text Line

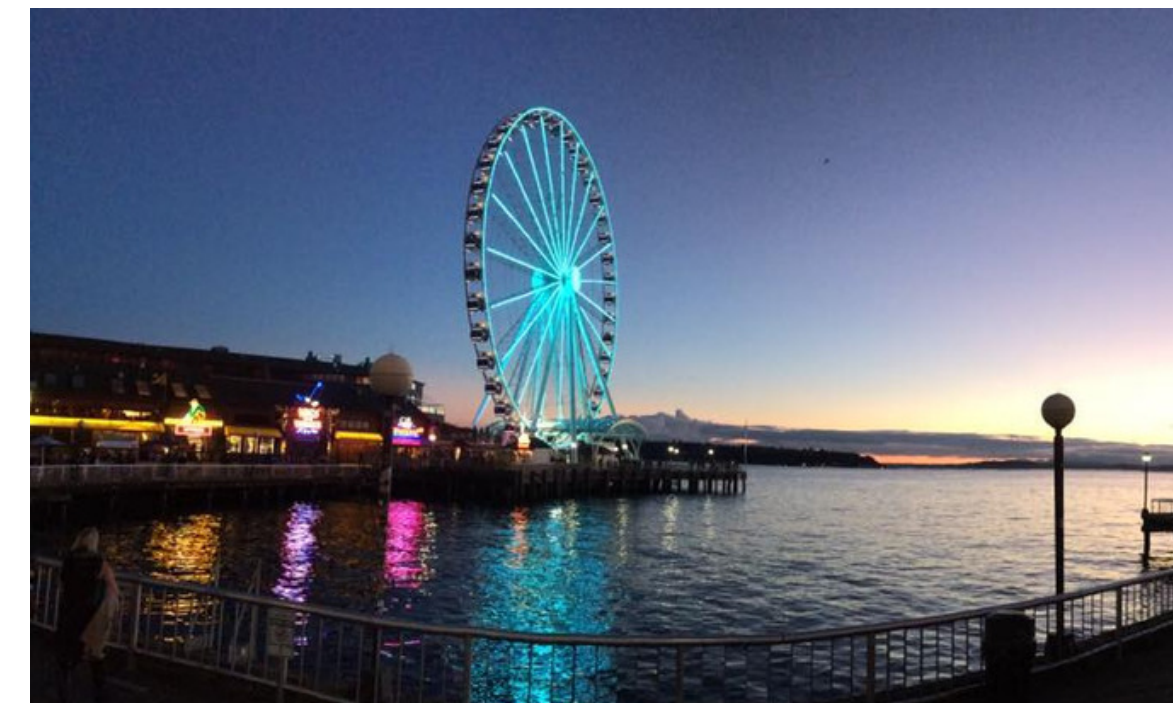
PCOS causes Depression and Anxiety. In the past we have received suicidal messages from followers and have had to work with the police to find their locations and make sure they are safe. We want to make sure everyone that is effected by PCOS has an anonymous outlet they can seek and gain help from. We have sent a few people through the Crisis Text Line training and they are certified to help people that text in with their PCOS issues.

PCOS Strides

With the help of the Ambassadors as Walk Hosts we are hoping to have over 500 participants this year

Night of Teal

Lighting multiple city monuments TEAL to honor women with PCOS in the month of September.





previous Partners



why sponsor

- Increase your brand recognition and visibility
- It's cost effective advertising
- To build a reputation of support and leadership
- To reach our network of over 70k women online and offline
- To expand your own audience
- Speak directly to a room full of Women with PCOS and Medical Professionals
- Build relationships with new and influential people
- Having an attendance average of 90% women, of which 10% are influencers translates into sales for our sponsors.
- Women's buying power and influence drive 70-80% of all consumer purchases.
- Live events encourage attendees to post a live video, which leads increased brand awareness which translates into virtual impressions.

Sponsorship levels

GOLD PACKAGE **\$50,000**

- 6 Conference registrations
- Exhibitors Space
- Marketing recognition and visibility featuring your logo on the event website sponsor page
- Brand recognition in the conference publication distributed to attendees
- On-site logo visibility via various signage and monitors throughout venue
- Social Media recognition and promotion
- Company visibility listed with URL in conference Mobile App
- 5 Minute Presentation during kick-off sessions

SILVER PACKAGE **\$40,000 - \$35,000**

- 4 Conference registrations
- Exhibitors Space
- Marketing recognition and visibility featuring your logo on the event website sponsor page
- Brand recognition in the conference publication distributed to attendees
- On-site logo visibility via various signage and monitors throughout venue
- Social Media recognition and promotion
- Company visibility listed with URL in conference Mobile App
- 5 Minute Presentation during kick-off sessions

BRONZE PACKAGE **\$30,000 - \$15,000**

- 2 Conference registrations
- Marketing recognition and visibility featuring your logo on the event website sponsor page
- Brand recognition in the conference publication distributed to attendees
- On-site logo visibility via various signage and monitors throughout venue
- Social Media recognition and promotion
- Company visibility listed with URL in conference Mobile App

Branding Sponsorship Opportunities

KEYNOTE SPEAKER SPONSOR

Jillian Micheals, Trainer Biggest Loser

\$50,000

- Company logo featured on signage on or near the stage: "Speaker brought to you by"
- Company recognized on website as Speaker Sponsor
- Promotion on social media

CHARGING STATION SPONSOR

\$15,000

- Exclusive presentation of corporate logo on Charging Station
- Company recognized on website as Charging Station Sponsor
- Promotion on social media

BAG SPONSOR

\$10,000

- Exclusive presentation of corporate logo on Bag
- Company recognized on website as Bag Sponsor
- Promotion on social media

BADGE SPONSOR

\$10,000

- Exclusive presentation of corporate logo on badge
- Company recognized on website as Badge Sponsor
- Promotion on social media

DESIGN YOUR OWN SPONSOR

\$40,000 - \$10,000

- Design a sponsorship that suits your company's need in terms of brand awareness in front of conference attendees.
- Additional visibility will be determined based on final sponsorship

CUSTOM AND IN KIND SPONSORSHIP

Pricing based on custom package

COMBINING SOME OF THE EXAMPLES BELOW GIVES YOU AN IDEA OF IN-KIND INVESTMENTS NEEDED. PLEASE CONTACT US TO DEVELOP YOUR CUSTOM LEVEL OF SPONSORSHIP TO FIT YOUR BUDGET.

We welcome non-cash contributions from sponsors.

- Door Prizes with cash value
- Swag Bag Items (Provide samples or full-size products)
- Giveaways for all guests
- Printing Services
- Social Media Promotions / Bloggers
- Provide Venue Space
- Provide Food and Drinks
- Provide Speaker or Professional
- Assist in Marketing and Promotion of Event

Social Media Mention (1 mentions)

Acknowledgement at event

Logo on event website



Previous Events

- 2014 Began partnership with NeedyMeds
- 2015 – 2018 Historic PCOS Medical Conference
- 2016-2018 Reveal the Teal Event
- 2016 Historic Night of Teal
- 2016 Won Nonprofit of the year in Auburn, WA from King 5
- 2016 Began Partnership with Amino to provide historic PCOS Specialist Search Database
- 2016 Began partnership with MyHealthTeam to provide MyPCOSTeam
- 2017-2018 PCOS Strides 5k Awareness 5k Walk
- 2016-2018 Plus Positive and PCOS Awareness Association host annual PlusCON event
- 2018 featured on Oscars Red Carpet



Annual PCOS Medical Conference





Contact Us

Megan Stewart
Founder/Executive Director
206-856-3729
megan.stewart@pcosaa.org



If You Would Like To Become a PCOS CON Sponsor:

1. Send us an email stating you are ready to move forward.
2. If you have questions or need clarification please include in the email as well.
3. Get amped up, because this is going to be an amazing conference!

Thank you for your consideration!

